

Attorney's Docket:  
065027.0103

PATENT APPLICATION

1

TRANSMITTAL FOR U.S. PATENT APPLICATION  
UNDER 37 CFR §1.53(b)

BOX REISSUE  
ASSISTANT COMMISSIONER  
OF PATENTS  
Washington, D.C. 20231

Attorney's Docket: 065027.0103

Sir:

Transmitted herewith for filing is the application for reissue of U.S. Patent No. 6,236,975 issued on May 22, 2001.

Inventors: Barbara Boe, et al.  
Assignee: Ignite Sales, Inc.  
Title: SYSTEM AND METHOD FOR PROFILING CUSTOMERS FOR  
TARGETED MARKETING


Enclosed are:

- (1) 55 pages of Specification, Claims and Abstract;
- (2) 5 pages of Executed Declaration and Power of Attorney;
- (3) 1 page of Offer to Surrender the Original Letters Patent;
- (4) 1 page of Consent of Assignee to Reissue Application;
- (5) 7 pages of Certificate Under 37 C.F.R. § 3.73(b);
- (6) 1 page Certificate of Mailing by Express Mail; and
- (7) This Transmittal Form with attached patent application filing fee in the amount of \$1,398.00.

FEE CALCULATION					FEE
	Number	Original Number	Number Extra	Rate	Basic Fee \$ 355.00
Total Claims	87	20	67	X \$9 =	\$ 603.00
Independent Claims	14	3	11	X \$40 =	\$ 440.00
TOTAL FILING FEE =					\$1,398.00

Enclosed is a check in the amount of \$1,398.00 for the filing fee. Please charge any additional fees or credit any overpayment to Deposit Account No. 02-0384 of Baker Botts L.L.P.

BAKER BOTTS L.L.P.  
Attorneys for Applicants



Kevin J. Meek  
Registration No 33,738

Date: September 28, 2001

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02-0384-0996660

ATTORNEY DOCKET NO  
065027.0103

PATENT APPLICATION

1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



In re Application of: Boe, et al.  
Patent No.: 6,236,975  
Patent Issue Date: May 22, 2001  
Title: SYSTEM AND METHOD FOR PROFILING  
CUSTOMERS FOR TARGETED MARKETING

**BOX REISSUE**

Assistant Commissioner for  
Patents  
Washington, D.C. 20231

Dear Sir:

"CERTIFICATE OF MAILING BY  
EXPRESS MAIL"

I hereby certify that this communication is  
being deposited with the United States  
Postal Service "Express Mail Post Office to  
Addressee" under 37 C.F.R. § 1.10 on the  
date indicated below and is addressed to:  
Assistant Commissioner of Patents,  
Washington, DC 20231.

*Willie Jiles*

Willie Jiles

*Sept. 28, 2001*

Date

Express Mail # *EL759109293 US*


**CERTIFICATE UNDER 37 C.F.R. § 3.73(b)**

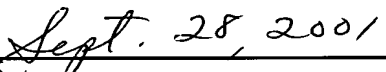
1. Ignite Sales, Inc., certifies that it is the assignee of the entire right, title, and interest in the patent identified above by virtue of a chain of title from the inventors of the patent identified above. The assignment was recorded on September 29, 1998, in the United States Patent and Trademark Office, at reel no. 9510, frame nos. 0372-0375.

2. A copy of the recorded assignment is attached.

3. The undersigned is empowered to sign this certificate on behalf of the assignee.

4. I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

  
\_\_\_\_\_  
Julia M. Hamrick  
President, Ignite Sales, Inc.

  
\_\_\_\_\_  
Date

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